

Overview of the Industry

Sisal is predominantly grown by ten (10) sisal estates spread in the Coast, Eastern and Rift Valley regions of the country. Small pockets of production by Smallholder growers are spread all over the arid and semi-arid lands of the country, forming about 5% of the total production, most of which is mainly grown along the boundary and hedge rows.

On average, production on monthly basis is about 2,500 MT of which, over 90% of the fibre produced is exported to over 30 destinations worldwide annually, while the rest is sold to local spinning factories and the rural cottage industries.

QUANTITY AND VALUE OF FIBRE EXPORTS

EXPORTS

During the quarter under review a total of **7,569.80 MT** of sisal fibre was exported to various export destinations valued at **USD \$ 12,832,829.96**, an equivalent of **Kshs 1,458,646,836.81**.

The Month of March had the highest export volumes in comparison to the others during the period under review. [See Chart 1 below for more details]

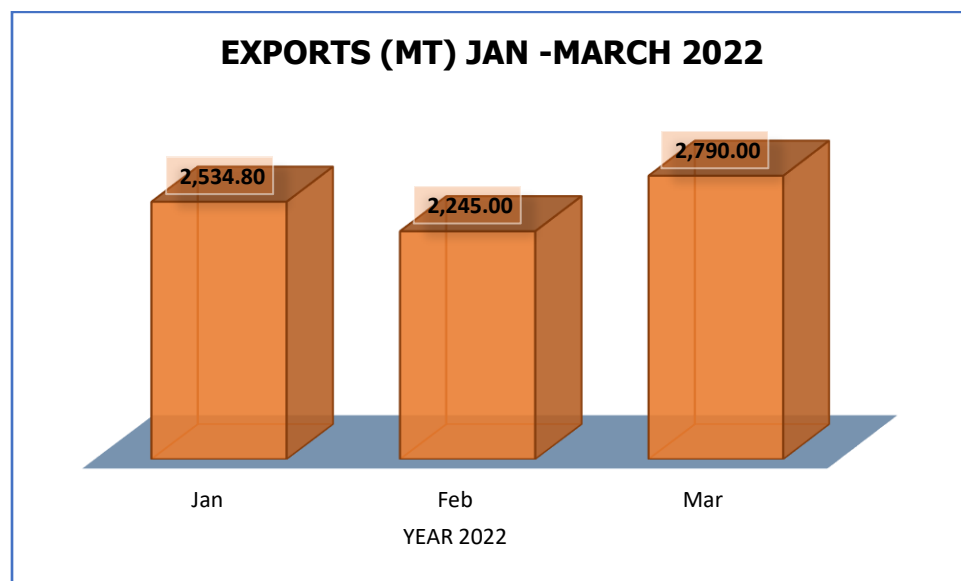


CHART 1: EXPORT VOLUMES (MT) JAN - MAR 2022

In comparison to the previous year during the same period, there were minimal changes in export volumes, which were higher in the previous period by a meagre 2%.

[See Chart 2 below for more details]

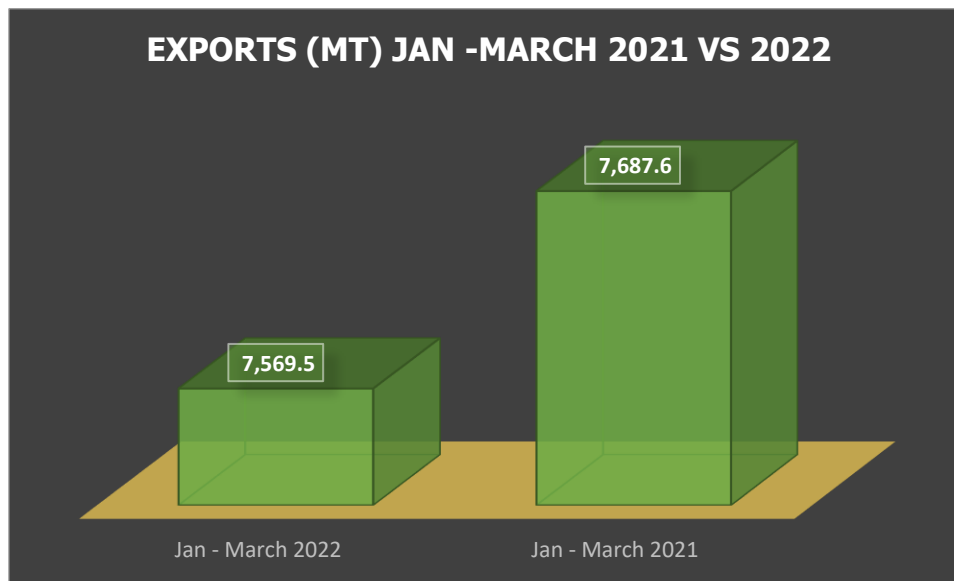


CHART 2: COMPARISON OF EXPORTS VOLUMES (MT) 2021 VS 2022 (JAN -MAR)

Prices and Grades

Prices

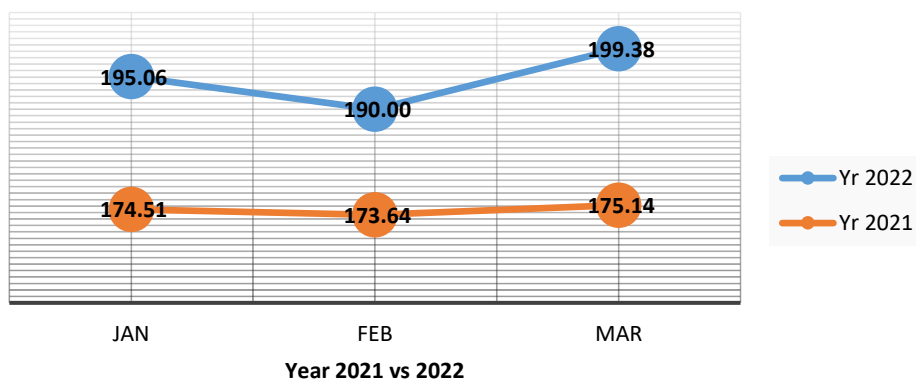
During the period under review, the overall average F.O.B price was **USD \$ 1,724 Per MT** or Kshs. 195,660/= per MT (Approx. Kshs 195.66 Per Kg)

The month by month, average price (F.O.B) during the period under review is as shown in *graph 1 below*.

In comparison to the previous year during the same period, prices have increased in the current period by an average of Kshs 20.23 per Kg, approximately 12% increase *as seen in graph 1 below*.

This significant increase in price could be attributed to forces of market demand and supply, as the demand for fibre globally has continued rising, against an unchanging supply. Another contributory factor could be due to a depreciation of the Kenya Shilling against The US Dollar due high inflation rates experienced during the current season, among other factors affecting foreign exchange rates.

Price Trend JAN -MAR 2021/2022 (in Kshs per KG)

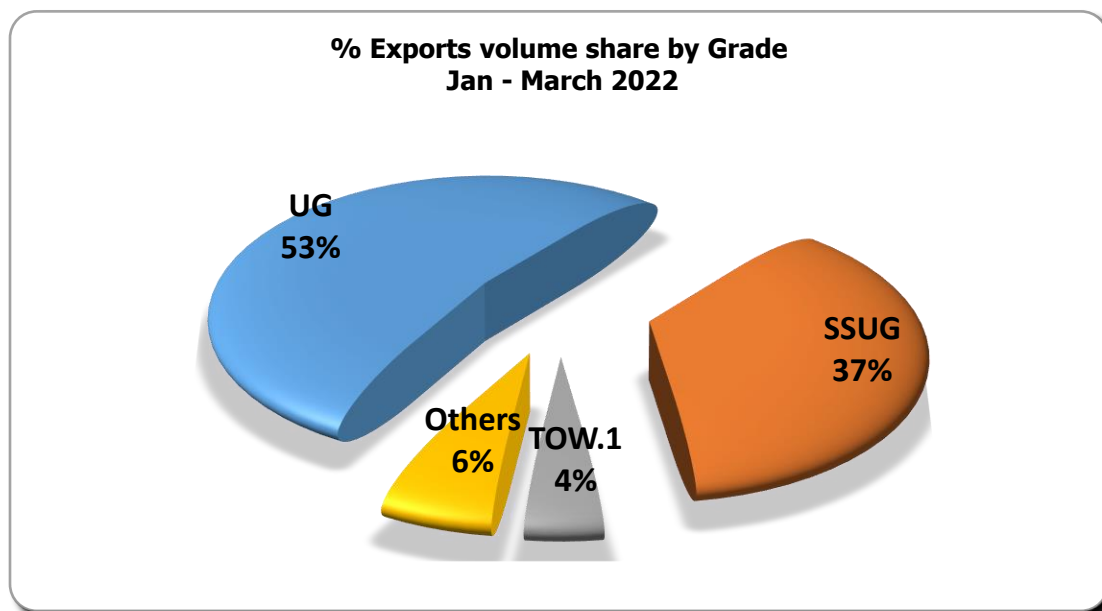


Graph 1: Average F.O.B Prices Jan – Mar (2021 vs 2022)

Grades

A total of Six (6) sisal fibre grades were traded in the export market during the quarter under review. Grade UG was the most traded with a total of **3,986.50 MT** being exported, fetching a total of **USD 7,077,173.46 (or equivalent of Kshs. 804,598,737.30)**. This was a 53% market share of all fibre exported during the period under review, followed by SSUG at 37 %.

[see pie chart 1 and Table 1 below for details].



Pie Chart 1: Market Share % by Grade Jan - Mar 2022

Table 1: Exports by Grade Jan - Mar 2022

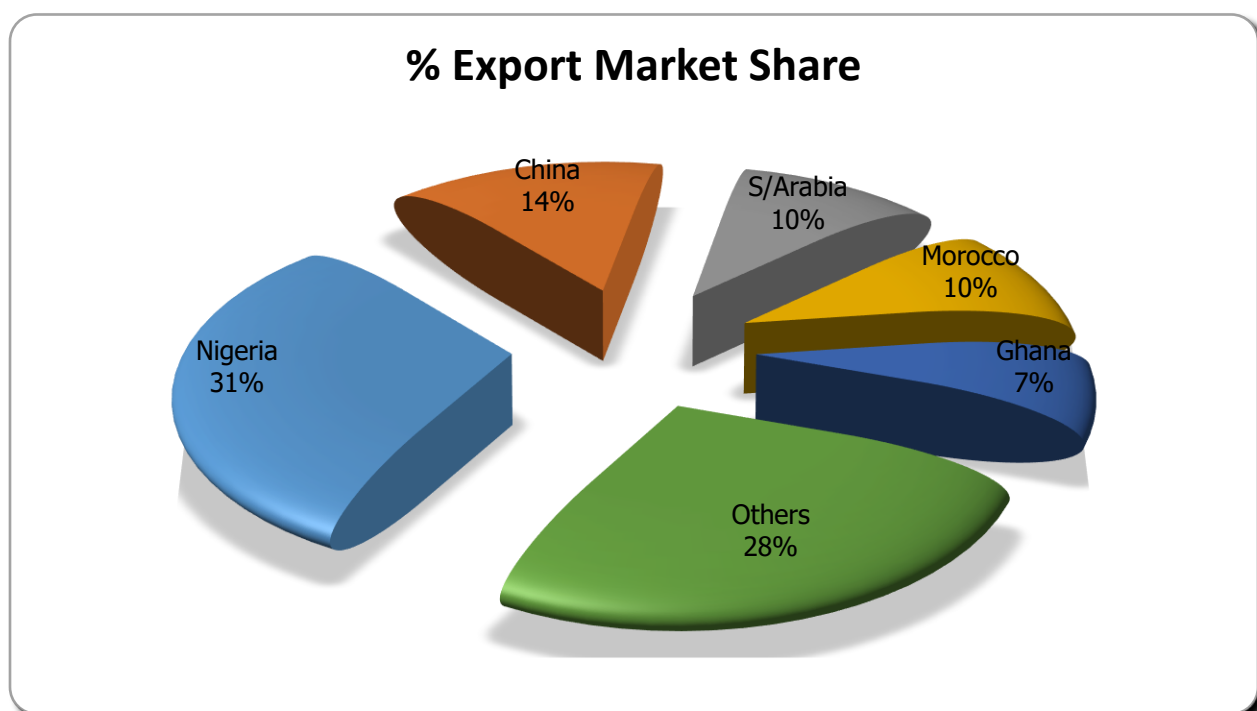
Grade	Tons	Total value in US \$	Total value Kshs.
3L	281.50	551,892.50	62,904,140.15
SSUG	2,774.50	4,554,737.00	517,339,032.83
TOW.1	329.00	385,987.00	43,895,921.53
TOW.2	69.00	106,950.00	12,198,588.66
UG	3,986.50	7,077,173.46	804,598,737.30
UHDS	129.00	156,090.00	17,710,416.34
TOTALS	7,569.50	12,832,829.96	1,458,646,836.81

SISAL DESTINATIONS

During the period under review, fibre was exported to a total of 23 export destinations with the leading destination being Nigeria with a total of **2,301.50 MT** being exported, representing a 31% market share. This was valued at **USD \$ 3,839,158.00**, or **Kshs 436,417,251.19**.

The top 5 market destinations had a market share of 72% of all volume of sisal exports during the period under review. These were Nigeria, China, S/Arabia, Morocco and Ghana in that order. China, which used to be the leading destination for a long time before overtaken by Nigeria, registered a strong comeback, taking position 2 during the period under review, a sign that this market is regaining its glory again.

The other 18 destinations' exports had a market share of 28% [see Pie Chart 2 and Table 2 below for more details].



Pie Chart 2: Market Share (%) by Destinations Jan - Mar 2022

Table 2: Market share (%) by Destination Jan - Mar 2022

#	Destination	Tons	Total value in US \$	Total value Kshs.
1.	Nigeria	2,301.50	3,839,158.00	436,417,251.19
2.	China	1,075.00	1,743,765.00	197,990,731.92
3.	S/Arabia	781.00	1,450,450.00	165,082,560.94
4.	Morocco	732.00	1,258,205.00	143,105,941.50
5.	Ghana	552.00	777,606.00	88,413,686.23
6.	Spain	440.00	787,184.00	89,647,053.31
7.	Philippines	252.00	405,838.46	46,079,775.80
8.	Egypt	224.00	366,840.00	41,647,236.36
9.	Senegal	196.00	373,128.00	42,366,499.72
10.	Ivory Coast	170.50	265,415.00	30,167,411.32
11.	Belgium	144.00	293,040.00	33,367,478.23
12.	India	112.00	202,160.00	22,993,819.49
13.	Indonesia	112.00	193,060.00	22,023,435.34
14.	Iraq	108.00	212,220.00	24,191,201.85
15.	Benin	85.00	147,150.00	16,728,564.86
16.	Mauritania	63.00	109,488.00	12,136,059.81
17.	Togo	57.00	95,760.00	10,865,657.38
18.	Japan	50.00	94,625.00	10,751,611.90
19.	Syria	28.00	57,400.00	6,513,040.24
20.	Germany	25.50	52,912.50	6,020,040.32
21.	Bangladesh	25.00	43,125.00	4,936,975.88
22.	UAE	22.00	37,350.00	4,137,380.55
23.	Italy	14.00	26,950.00	3,063,422.67
	TOTAL	7,569.50	12,832,829.96	1,458,646,836.81